

AMENDMENTS TO THE SPECIFICATION

Please amend the paragraph at page 6, beginning at line 14 as follows:

The rearward surface 22 of the label sheet 12 is preferably provided with a pressure-sensitive adhesive 23. Although many different types of adhesive could be used in the present application, it is contemplated that preferred embodiments may incorporate one of a removable acrylic emulsion, cold temperature acrylic emulsion, a permanent acrylic emulsion, or other similar variations thereof. The adhesive selected will depend upon the particular application desired. For example, permanent adhesion may be desired in one setting, whereas a repositionable adhesive may be more desirable in those use settings which may require the adjustment or moving of the adhesive shelf talker 10.

Please amend the paragraph at page 7, beginning at line 1 as follows:

A liner sheet 24 is generally coupled with the adhesive laden rearward surface 22 of the label sheet 12. Several different liner materials could be incorporated within any of the embodiments of the present invention, including, but not limited to, Super Calandered Kraft, machine-finished, poly-coated, lay flat, or the like. In one preferred embodiment, a series of back cuts or other lines of weakness are provided into the liner sheet 24 directly behind the lower end portion 16 of the label sheet 12. Preferably, these back cuts will form a closed shape that is similar in size and shape to the lower end portion 16. An example is depicted in Figure 2B. The series of back cuts provide a secondary liner 26, which is selectively removable from the liner sheet 24 when the label sheet 12 is removed from the liner sheet 24. The secondary liner 26

depicted in Figure 2B is shown having a preferred size relationship with the lower end portion 16 of the label sheet 12 wherein a small perimeter edge portion of the lower end portion 16 is left uncovered by the secondary liner 26. This small peripheral edge portion is preferably coated in the adhesive 23 that coats the rearward surface 22, and thus assists in securing the lower end portion 16 of the label sheet 12 to the liner sheet 24 until the label sheet 12 is selectively removed therefrom. However, it is contemplated that the secondary liner 26 could be provided in nearly any shape and size compared to the lower end portion 16 of the label sheet 12. For example, a larger or smaller peripheral edge portion of the lower end portion 16 could be left exposed by the secondary liner 26, depending on the circumstances of the particular application at hand. It is further contemplated that the size and shape of the secondary liner 26 could be equal to or larger than the lower end portion 16 of the label sheet 12 when desired.